

# INITIAL Proposal - Grind for Life & The Wiley One

**Mission Statement:** To follow in the footsteps of Mike and Grind for Life by funding a Life Saving Cancer Surgery for a child/teenager in need, as well fulfill his dream of being able to continue boarding. We want to help people with cancer, give back to humanity, and be a part of something larger than ourselves or our music.

**Concept** – Raise money for Grind for Life and start a major fundraising campaign to save the life of a child by funding a Life Saving Cancer Surgery. The entire process will be documented by The Wiley One and our partners Sundawg Media. Create and release a professional Music Video for song "*Never bored on a board*" with the child saving cause as the basis for the campaign. Generate the money to fund the surgery through donating 100% of proceeds from the digital sale of The Wiley One's song "Never Bored on a Board" through iTunes, Amazon, etc, as well fund the campaign through benefit shows/events, physical album sales, merchandise, donation packages, etc, in partnership with Grind for life. Create viral photos and promo videos along with press and media coverage. Set up a final celebration event after the goal has been reached. Hopefully, the child can be at the event meeting pro borders and possibly ride again for his first time. All recorded footage by The Wiley One will be used for a secondary and final full length documentary that will help promote future causes with Grind for life and others.

**Note:** We do not know if we will find the right child and will adjust our concept if necessary. This entire proposal is subject to new ideas and changes from Grind for Life.

## **Q- Who would find the child in need?**

**A-** A team effort between the Wiley One crew and Grind for Life. Would both actively search for a child in need of a surgery that otherwise could not afford it.

## **Q- How will the money be raised to fund the surgery?**

**A-** 100% proceeds from the digital sales of the song "Never bored on a board" through iTunes, Amazon, etc . Major awareness = Donations, Donations. Additionally there will be different donation packages similar to a "Kick Starter" campaign. 100% proceeds from promo package donations including physical album sales/merchandise/fundraising events.. The higher the donations the greater the rewards are. **For Ex:** Tickets to shows for 1 year, custom designed personalized band art , signed guitar, private show or event , be inside our music video, The Wiley one merch, Grind for Life merch, signed albums, Vinyls, picture of child signed by everyone involved, and anything Grind for Life can contribute. There are many ideas here we can easily develop. A detailed development report to follow.

**Q- When will the campaign and contributions end ?**

**A-** The contributions will end when the goal is reached. A new cause and new campaign can start at anytime. The Wiley One plans on actively giving throughout their career and is looking for a long lasting relationship with Grind for Life as well as others.

**Never Bored on a Board Music Video** – This will be the main video release for the marketing campaign launch that will drive digital song sales to be 100% donated to Grind For Life and the cause. Never Bored on a Board is an uplifting ode to not only skateboarding, but all board sports. We would create this video to promote the cause. To create the music video would be fairly simple; however we need help from Grind for Life to make it happen. We want to get Pro Boarders involved to make the cause more powerful and to create more awareness for the campaign. We would include video footage of boarders. **For Ex:** The man Mike Rogers, Andy Mac, and other pro boarders involved with GFL as well a Pro Surfer, Pro Snowboarder and Pro Wake Boarder. In short, all we would need is to be sent and allowed to use existing skateboarding footage to edit down with our band footage. We would also include footage of the band meeting the child that needs the life saving surgery and his/her family, cause and web link to donate at the end of the video. Maybe a short interview at the end of the video as well.

**Q-Who will film, develop and produce the video?**

A-The Wiley one in association with Sundawg media have all the professional resources to produce the music video, granted we can attain permission to use existing footage of pro boarders. Right now we have Pro Surfer Holly Beck on board.

**Q-What would Grind for Life contribute to this campaign?**

- \* Help find the child in need.
- \* Help provide Pro boarder footage to be used in video
- \* Host Link and collect donations & proceeds through Grind For Life Charity
- \* Spread Awareness
- \*Bring sponsors on board
- \* Help The Wiley One set up a fund raising event (Perhaps in SD Skate Park)
- \* Respond to media coverage
- \*Help the Wiley One set up a final celebration event after the goal has been reached.

**Q- What will The Wiley One contribute to this campaign?**

- \* Help find child
- \* Meet the child and his/her family
- \* Produce the "Never Bored on a Board Music Video"
- \* Plan and develop the funding Campaign
- \* Launch, manage and drive the campaign for donations and proceeds from digital sales but not limited to record album sales, live shows, merchandise, etc
- \* Pursue and respond to media, press
- \* Conduct extensive publicity/public relations
- \* Develop Marketing Campaign
- \* Create Viral Photos and Videos for Social Networking Promo
- \* Get other sponsors involved
- \* Help coordinate and run the final festival
- \* Film & Produce full length documentary on the entire journey

**Brief Intro on who we are:** Avid Skateboarders, Snowboarders, Surfers, Wakeboarders who are in a band from Phoenix called The Wiley One. We also have a Multi-Media company. We try to stay involved in the boarding community. We've performed several times over the years on the main stage of The Winter and Summer X Games. Recently released our new record and will be headed out on our West Coast tour in mid July 2013. The Title track of new record "Kill it with Love" was recently selected by Tony Hawk to be included in his new "Ride Channel". We plan on incorporating this into part of our campaign. For more info you can go to our website. Thank you.

- Listen to the song "NEVER BORED ON A BOARD" below: The song is in picture video form on you tube – created by one of our fans. <https://www.youtube.com/watch?v=CbgfRi0-uMQ>
- or here [http://thewileyone.com/?page\\_id=10](http://thewileyone.com/?page_id=10)
- **Website:** [www.TheWileyOne.com](http://www.TheWileyOne.com)

- **The Wiley One Bio:** [http://thewileyone.com/?page\\_id=14](http://thewileyone.com/?page_id=14)